

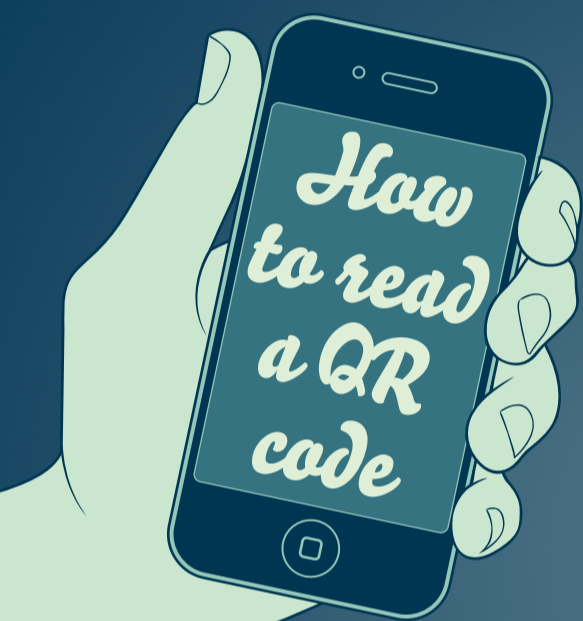


QR Code?

A QUICK GUIDE TO QR CODES

What is a QR code?

QR (Quick Response) codes are a fast and easy way to send data (video, email, text or images) direct to someone's phone. They were devised in 1994 by Denso Wave (a Toyota subsidiary) as a type of barcode to track car parts, but are now becoming widely used thanks to smartphones.



How to create a QR code

Anyone with a smartphone can scan and read QR codes, and anyone with a computer can generate a QR code (visit www.grstuff.com). Just choose your data method, enter data info, choose background colour, click on "download this image", and you can start using your QR code on campaign materials.



ANDROID PHONES

Enter Android Market, type in QR code or scanner. Apps like ZXing Barcode Scanner and Kaywa Reader are really good, or you can use Google Goggles.



APPLE IPHONE / IPOD TOUCH

Simply enter "QR reader" in the App Store - a really great free app is RedLaser.



BLACKBERRY

Enter the Blackberry App World - i-nigma and QR Scanner Pro are both good apps.



NOKIA

Enter the Ovi store and search for UpCode, or another great app is Bee Tag.



WINDOWS PHONES

An excellent app for Windows phones is Neo Reader.



ALL YOU NEED IS A CAMERA PHONE...



...AND AN APPLICATION THAT CAN SCAN THE QR CODE

So what next?

When you see a QR code, open your application, point your camera at the code, and you'll receive all the data.

It's as simple as that!

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Expect great things